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## eBiz Newsletter, July 2011

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### Support Local Businesses



#### Shop Fremont at the 28th Annual Festival of the Arts

The 28th Annual Festival of the Arts is around the corner on Saturday, August 6th, and Sunday, August 7th, and promises another year of food, fun, and shopping!



Business Alley showcases local merchants and service providers and is a great opportunity to promote your local business to potential new customers. Businesses who would like to participate in this event should contact the Fremont Chamber's KK Kaneshiro at (510) 795-2244.

Don't forget to visit the City of Fremont's booth located on Capitol Avenue in front of City Hall to learn more about City services and see how we are promoting our Shop Fremont program!

### Business Resources



#### Increase Your Retail Sales This Holiday Season!

We know increased holiday sales are important to retailers. If you're looking for opportunities to boost your holiday marketing, this workshop is for you. Topics will include:

- Creating a holiday marketing plan
- Leveraging traditional and new marketing tools to increase holiday sales
- Using the holidays to increase the value of your brand

Attendees will have the opportunity to sign up for a FREE site visit by the SBDC's retail Business Advisor to discuss customized ways to increase sales this holiday season.

Thursday, September 15  
8:30 a.m. – 12 Noon  
Fremont City Hall, City Council Chambers  
3300 Capitol Avenue, Building A



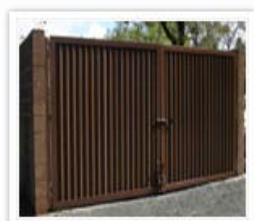
To register go to the Alameda County SBDC's [website](#).

### State Board of Equalization Conducts Compliance Audits

As part of the Statewide Outreach and Compliance program the California State Board of Equalization plans to visit retail businesses to ensure they have proper permits and licenses, and that they're paying appropriate taxes and fees. On June 13th, the Board sent letters to 12,000 retail businesses in 16 zip codes statewide, notifying them of upcoming visits by agency specialists. The board will also conduct random checks with non-registered businesses that didn't receive a letter. To learn more about this program, visit the State Board of Equalization's [website](#).

### Financial Assistance Available to Upgrade Your Trash Enclosure

StopWaste.Org offers funding for businesses to improve or enlarge trash enclosures to accommodate extra recycling bins. The StopWaste "Mini-grants" provide up to \$5,000 to kick-start new recycling and waste prevention projects at work. Mini-grants may be used to:



- Improve and upgrade trash enclosures
- Purchase recycling and food scraps containers
- Pay for training, education or incentives to increase employee participation
- Pilot reusable containers on a delivery route
- Fund paperless office software

Grants are available for up to \$3,000 or \$5,000 per fiscal year. The Deadline to apply is July 30, 2011. For more information, go to the StopWaste [website](#).

StopWaste.Org also runs a Revolving Loan Fund program, which provides low interest loans for businesses and non-profits that utilize recycled, composted, or reused materials. The loans are available from \$50,000-\$260,000. For more information and eligibility criteria go to the StopWaste [website](#).

### "Be Green, Save Green" Program

The City of Fremont is partnering with PG&E and the Fremont Chamber of Commerce to help Fremont's businesses become more energy efficient. The Business Energy Services Team (BEST) will be in your neighborhood soon to discuss low and no-cost measures to help you save money. They will be offering no cost energy efficiency surveys, quality assurance inspections, information on lighting & HVAC upgrades, and incentives to decrease installation costs.

For more information, please call 1-888-584-0441 or [email](#).



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